

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

62.63
THE LARGEST STOCK OF CHOICE STRAWBERRY PLANTS ^{IN THE} WORLD.

FALL AND WINTER 1898.

CATALOGUE

OF THE

CONTINENTAL PLANT CO.,

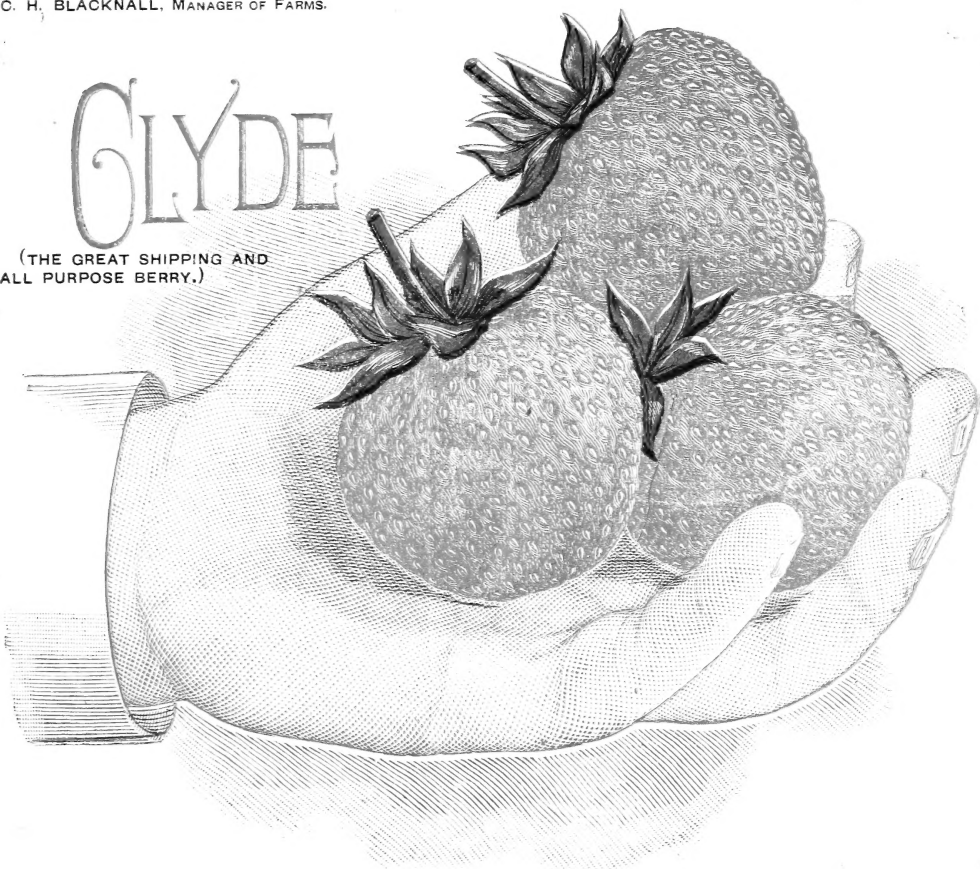
STRAWBERRY SPECIALISTS,

KITTRELL, N. C.

O. W. BLACKNALL, PRES. AND GEN'L MANAGER.
O. W. BLACKNALL, JR., SEC. AND TREAS.
C. H. BLACKNALL, MANAGER OF FARMS.

GLYDE

(THE GREAT SHIPPING AND
ALL PURPOSE BERRY.)



STANDARD VARIETIES, \$1.25 PER 1,000.

PLANTS SAFELY AND CHEAPLY DELIVERED ANYWHERE
ON THE CONTINENT.

WHY OUR PLANTS ARE BEST.

BECAUSE they are grown in a region where even the wild strawberry attains unrivalled perfection.

From plants that were not allowed to weaken themselves by bearing.

BECAUSE growing, digging, packing, etc., are in the hands of experts who have mastered their business and know that our customers' success means our success.

WHY OUR PRICES ARE LOWEST.

BECAUSE with long experience, large acreage and thoroughly equipped packing cellars, a large business like ours can be done more economically in proportion than a smaller one.

BECAUSE we are willing to divide with our customers this benefit—to live and let live.

IF NOT INTERESTED IN STRAWBERRIES, PLEASE HAND THIS TO SOME ONE WHO IS.

WHAT THE LEADING BANKS IN THE STATE SAY ABOUT US.

CHAS. H. BELVIN, PRES.

CAPITAL, \$225,000.
SURPLUS AND PROFITS, 75,000.

F. H. BRIGGS, CASHIER.

THE NATIONAL BANK OF RALEIGH.

— C. W. S. —
SAFE DEPOSIT BOXES FOR RENT IN
FIRE AND BURGLAR PROOF VAULT.
— F. H. B. —

Raleigh, N. C., July 2nd 1898

We have known the members of
"The Continental Plant Co", Kettrell,
N. C. for a long while and have
found them prompt in all their
dealings.

We take pleasure in recommending
them to all as thoroughly competent
and reliable in their special
line of business.

F. H. Briggs Cashier
Nat Bank of Raleigh

OUR REFERENCES.

J B OWEN, Pres't

AC ZOLLICOFFER, Vice Pres't.
ESTABLISHED 1869.

W A HUNT, Cashier

Citizens Bank

CAPITAL STOCK \$45,000.00
SURPLUS \$6,500.00

Henderson, N.C. JUL 1 1898

We have known the gentlemen
of the Continental Plant Co.,
Kithell N.C. for years &
have always found them
prompt & reliable
They are thoroughly competent
men who have mastered &
made a great success of
their special line of business.
We heartily recommend them
to all

Very Truly
J B Owen Pres't

WHAT THEY SAY ABOUT US.

NOT WITHOUT HONOR IN OUR OWN COUNTRY.

CONTINENTAL PLANT COMPANY, STRAWBERRY SPECIALISTS, KITTRELL,
NORTH CAROLINA.

O. W. Blacknall, President and General Manager; O. W. Blacknall, Jr., Secretary and Treasurer; C. H. Blacknall, Manager of Farms.

As for the best legal, medical, or other professional services, men have long gone to specialists, so the world is discovering that for the best service of any kind it pays us to depend on the specialist, the man who devotes his whole time and energies to the mastering of one thing. This discovery gave such enterprises as the Continental Plant Company their opportunity, and enabled them to build up the largest business in their line in the world. The President and General Manager of this Company has had twenty-four years experience in strawberry growing, and nearly as many as a writer for more than a hundred of the leading fruit and farm papers of the United States on this specialty—the strawberry. He is also the author of the most thorough and complete treatise on strawberry growing ever published—a work embodying in a clear form the tests, observations and practical experience of his many years assiduous attention to this subject.

The younger officers of the Company have been reared to the business, recognize in it their life calling, and take pride in its record of honesty, fairness and intelligent care for the interest of its patrons.

The plant farms cover about two hundred acres, and are doubtless the best manured and tilled land in the State, garden and flower beds not excepted. Its annual output of plants is close to thirty million. Liberal, and what seemed lavish advertising, persisted in for years, against the strongest competition, and in the face of every discouragement, has built up for it slowly but surely a trade covering the whole continent, and now extending to foreign countries—a trade won by merit, and which cannot be wrested from them.

The immense superiority in vitality and productiveness of plants grown by scientific methods demonstrates itself at once, and a customer once gained is never lost.

The Company send free on application an illustrated catalogue describing nearly a hundred varieties, telling what kinds to plant for general or specific purposes, for different soils, etc., etc. Their complete treatise, covering everything pertaining to the strawberry, and teaching how to make money on them, is also free to buyers. The President is also editor of the *Strawberry Specialist* (monthly), the only journal in the world devoted exclusively to the strawberry.—*The Fruit Growers' Review*,

There is not more reliable nurserymen in the world than J. Van Lindley & Co., Pomona, N. C. Do not buy fruit trees or nursery stock of any kind without getting their exceedingly reasonable prices.

R. E. Deitz Co., 60 Laight St., New York, is the place to buy lanterns, etc., of all kinds.

Allen L. Wood & Co., Rochester, N. Y., sell thoroughly reliable nursery stock at reasonable prices.

A. Blanc, Philadelphia, is conceded to be the best horticultural engraver. Write him for any cuts or illustrations needed.

You will get tiptop prices for consignments of fruit, truck, etc., to R. W. Dixon & Son, New York.

R. C. Barnard & Co., 5 Dock St., Philadelphia, can handle your Philadelphia shipments of fruits and vegetables to best advantage.

For purity and economy buy fertilizers of Powell Fertilizer Co., Baltimore, Md. We use no others.

Save half in price of furniture, carpets, etc., by buying of Julius Hines & Son, Baltimore, Md.

Never haul a load of berries or fancy fruit without springs. Springs made by Union Chain Works, Pittsburgh, Pa., will in a minute convert any farm wagon into a perfect spring wagon.

Paper. Dairymen and others in need of any kind of paper, address A. G. Elliot & Co., Philadelphia, Pa., and save money.

THE NEED of Potash
to make a
Successful fertilizer
is well known.
Phosphoric acid and
nitrogen without

Potash,

or Potash without
them, is not economy.
Most fertilizers
do not contain sufficient
Potash. The
amount required varies.
See our book.

FREE ! Our books contain the results of actual experiments on various crops and soils in different sections of the United States. They have helped thousands of farmers to make comparatively barren fields yield profitable crops. Free to all farmers. Write for them.

GERMAN KALI WORKS,

 93 NASSAU ST., N. Y.

WHOLESALE CATALOGUE
OF THE
Continental Plant Company,
KITTRELL, N. C.

References.—See second and third pages.

Largest Stock in the World.—We have probably the largest stock of strawberry plants in the world—fully forty millions—certainly the largest stock of the large highly improved varieties, the kings and queens of the strawberry world, crowned by the acclaim of intelligent growers generally.

Thousands of Testimonials as to Condition Received, Vigor and Productiveness of Plants.—We have on file thousands of testimonials, covering the whole United States and Canada, voluntarily testifying, not only to the quality of our plants, and the perfect condition in which they were received, but to their vigor and productiveness when planted. Room cannot be found for a hundredth part of them, but those we give represent all parts of the country. We could fill 100 pages with those received in 1898.

Every Department in the Hands of Experts.—Every department of our large business is in the hands of experts, who were brought up to the business, and who have mastered it in every detail.

PLEASE SEND US THE NAMES OF YOUR
FRIENDS WHO GROW OR WOULD LIKE TO
GROW STRAWBERRIES.

Accuracy and Precision in Filling Orders.—With an abundance of room, in cool, moist cellars, to which plants are carried as fast as dug and sorted, trimmed, counted, packed and prepared for immediate shipment, and with every facility and contrivance that money can buy or ingenuity devise for perfecting the work in even the minutest detail, we can handle forty million plants with more precision and pack every one in a more uniformly perfect condition than one less thoroughly equipped could handle forty thousand.

Better to Buy Than Dig Your Own Bearing Plants.—With our large stock, unrivalled packing facilities, and low express rates, we can sell you plants lower than you can afford to dig out your bearing plants.

Ours a Truly Continental Business.—While the management of the business is identically the same as in the past, its name has been changed to fit its great scope, which is truly continental. Young men, long potent factors in the business, have, as was their right, received acknowledgment.

Why Our Plants are Superior to Most Others.—*Because we are strawberry specialists.* We have devoted more than fourteen years exclusively to developing and improving this Queen of Fruits, to ascertaining the most profitable market varieties, the most delicious table varieties.

We give the highest manuring, and cultivation as clean and perfect as ever a lady gave her pet pot flower. Every weed, every sprig of grass, is killed before it ever sees the light, by constant shallow stirring of the

soil with small-tooth horse-cultivator and hand-hoes. This cultivation is kept up, not for a few weeks or a month or two, as with many, and then stopped to let weeds and grass overrun the fields in late summer and fall, but as late as there is a weed to be killed or a young unmatured strawberry plant to be strengthened by having light soil in which to expand and develop to the full—or from March to October.

Meanwhile, every runner, as soon as it attains the proper size, is covered with fine soil, so that it may take root without delay, and thus have the longest possible time in which to attain the utmost size and vigor before time comes for it to be dug and shipped. This same care is expended on every one of our two hundred acres. There is hardly another two hundred acres in the State, gardens and flower plots included, which year in and year out receives such thorough and effective cultivation. The correspondent of a New York paper who went over our fields not long ago, among many complimentary things of our business written in his paper, affirmed that a peck of weeds or grass was not to be found on the whole two hundred acres. Such cultivation is expensive work, but in no other way can plants of the highest excellence be raised.

That plants raised in this way will live better, grow faster and bear heavier crops of fine berries than those grown in the manner generally followed—cultivation up to about August 1st, and then a surrendering of the fields to grass and weeds, which smother and choke the plants during August and September, the very period in which the strawberry plant needs all the room, moisture, and mellow soil possible to perfect its growth—we are willing to leave to the judgment of any sensible man.

**WHEN YOU NEED LEGAL OR MEDICAL ADVICE,
A HOUSE BUILT, OR EVEN A DITCH RUN, TO
WHOM DO YOU GO? TO A SPECIALIST! WHY?
BECAUSE CONCENTRATED ON ONE THING HE IS
MORE APT TO MASTER THAT THING.**

All Plants Pure and True to Name.—To avoid even a possibility of selling mixed plants we plant each variety separately, and never together, for the purpose of pollenization, as is almost invariably done. The most elaborate and careful system of marking is followed in planting, digging, counting and packing to prevent the slightest danger of mixed plants—the true nurseryman's abomination.

Plant Growing is a Lifetime Business With Us. and we are more than anxious to have our plants arrive in perfect condition, do well and pay the buyer than he can possibly be. For if they turn out badly he loses a few dollars and is done with it, while we lose him forever as a customer, as well as his neighbors and everybody that he can influence. Better one dollar and a friend than ten dollars and an enemy.

Why Plants Grown Here Will Thrive in all Parts of the United States.—This being a central position, midway between the North and South, and the soil a compound of nearly all soils—sand, clay, muck and gravel—plants grown here adapt themselves easily and readily to all the varied climates and soils of the country. This is not theory, but facts established by repeated tests and vouched for by numerous testimonials. Some of the largest crops ever made in the North and Northwest, as well as in other parts of the country, were made from our plants.

Situated Where Even the Wild Strawberry Grows to Perfection.—Some Northern and Western people, because North Carolina is known as a Southern State, imagine it to be a place of hot suns and thirsty sands, and are dubious of plants raised in such a sub-tropical region. There was never greater

error. We are situated well up in the hills where the soil is that mixture of sandy and clayey loam, which is the natural home of the strawberry. In fact, the wild strawberry attains here an excellence unequalled anywhere else in the country. A hilly country is as naturally the home of the strawberry as the flat, alluvial country is the home of the asparagus. We have known, not a mile from our farm, acres of "oldfield" on which the wild strawberries were piled till the ground looked red, even when seen from a distance of two hundred yards or more. Many varieties, like old Wilson, which have run out nearly everywhere else, still do well here, provided they are raised from home-grown plants. This, too, while repeated tests of Wilson from plants grown elsewhere proved failures. I do not recommend Wilson, for we have many varieties superior to it in its best days.

This Climate Also Gives Us a Great Advantage.—During fall, winter or spring the weather rarely stops outdoor work for more than two or three days at a time. So plants can be dug and shipped almost any day from September to April 15th. Then spring comes quite a month later here than in the lower, eastern regions of the State, less than 150 miles distant. Therefore, plants here remain in a dormant state, and can be safely shipped much later than from lower country hundreds of miles to the north of us.

We have so thoroughly systemized plant-growing and shipping to the minutest detail that we can deliver you plants brimful of vigor lower than you can afford to dig out your bearing plants to set new fields.

**FOR BEST AND SUREST RESULTS, BUY
PLANTS GROWN BY SPECIALISTS WHO HAVE
MASTERED THE ART OF BOTH GROWING
AND PACKING TO PERFECTION.**

Ours is a Plant Business, Not a Fruit Business. We are Strawberry Plant Specialists.—The berry crop being an important item with most who sell plants, self-interest naturally impels them to keep the large and vigorous plants to bear fruit, and to sell the small and puny ones from the middles or alleys. Growing plants exclusively, we endeavor to have as few of these late unmaturing plants as possible, running a narrow, light cultivator down the middle to tear up such as take root too late to make good plants. In digging we take all the plants as we go. In counting, the parent plant and all undersized ones are thrown away.

No Plants Ever Dug from Old Beds, but only from young, highly cultivated fields. Nor are they raised from plants allowed to weaken themselves by bearing. None of the plants from which we raise young plants are suffered to bear, except a few of the most promising ones selected to breed up. On these berries are allowed to form and grow large enough to show what they are, but are always pulled off before they ripen and mature seed, which is the process so exhausting to strawberry plants, as to all others.

A New and Perfect Mode of Packing.—All plants are dug with forked hoes, so as not to cut or injure their roots in the least, carefully protected from sun and drying winds, carried at once to the packing cellar, straightened, counted, and tied in neat bundles of fifty each, dead leaves and all surplus weight clipped off, and then packed in an upright natural position in strong but very light square baskets, with their roots thoroughly protected by damp moss and their tops well ventilated. They are then shipped immediately. Thus packed they will carry across the continent as fresh as when dug.

Our Shipping Facilities.—Our plant farm is situated thirty-five miles north of Raleigh, and immediately at a station on the through and fast Seaboard Air Line, which gives express and freight facilities not surpassed, and hardly equalled, by any line in the country. Our packing-cellars are within 200 yards of the Southern Express Office, Western Union Telegraph Office, Freight Depot and Post Office.

Express Shipments.—*From September 15th to May 1st plants will go safely any distance by express.* Being one of their largest shippers, the Southern Express Company gives us a rate of 30 per cent., or nearly one-third less than regular charges; Adams Express Company, 20 per cent., or one-fifth off. We have taken great pains to effect this arrangement, which will save our customers many hundreds of dollars. This, and our exceedingly light mode of packing, enable our plants to go a great distance at less charge than plants packed in the heavy, bungling fashion, almost universally followed, will go one-fourth as far. If prompt arrival is desired, plants should always go by express. Always give name of county in which your express office is situated, as there are often two of same name in same State.

Freight Shipments.—*Plants delivered almost anywhere at a cost of 10 to 25 cents per 1,000.* From November 15th to March 1st plants are in a perfectly dormant state, and can be safely sent by freight any distance. *No degree of cold can injure plants, as we pack them in moss-lined baskets.* Nor can delay in transportation hurt them. We have known them to keep four months thus packed, and then live and grow splendidly. *As the railroad charges by the 100 pounds, plants must be ordered in lots of 5,000 (which weigh about 100 pounds) or over, to get above low rates.*

KEEP ABREAST OF THE TIMES IN STRAW-BERRY-GROWING, OR QUIT. THE "STRAW-BERRY SPECIALIST," THE ONLY PUBLICATION IN THE WORLD DEVOTED EXCLUSIVELY TO THE STRAWBERRY, WILL KEEP YOU THERE. 16-PAGE MONTHLY. 50 CENTS A YEAR.

Plants by Mail.—Plants sent safely by mail to any part of the United States, Canada or Mexico.

To Northern Buyers. who do not wish to plant as early as March 15th, we will say, let your plants be shipped by freight about March 1st. They will arrive about the 5th or the 12th. If the ground is frozen when plants arrive, remove them from the baskets, dampen roots well, and also the moss and replace in the baskets in same position. As soon as the ground thaws cut the strings that bind the bundles and bury the plants just deep enough in moist soil to cover the roots well. Do not trench the whole bundle in a lump—spread it out a little. Keep the soil moist. When the plants begin to grow, planting time is at hand, and they should be set out at once. This plan has two advantages: First, the freight is almost nothing; secondly, the plants are on hand to set just when the soil and season is right. It is as good as if you had the plants growing on your own place. We manage that way with the new varieties that we buy. We ship millions of plants that way. *But this plan will do only for plants that are ordered early—before March 1st.*

How to Make Payment.—Express money orders, to be obtained at any express office, or New York exchange, to be obtained at any bank, are preferred. If these cannot be obtained, send post-office order (on Ral-

eigh, N. C., preferred, as it is more convenient to me than on this office), or send money by registered letter or Express. *Always get Southern Express money-orders, if possible.*

Prices quoted in this catalogue are wholesale cash prices (money with the order), as is the rule in all business of this kind. But orders can be entered on payment of one-fourth down, balance to be paid before shipment, unless it is preferred that the plants should be sent with the other three-fourths C. O. D. (collect on delivery). Plants can be sent C. O. D. by either express or freight, on payment of one-fourth down, cost of collecting C. O. D. always to be borne by buyer. *Be sure to give exact directions as to how plants are to be shipped.*

Time of Shipment.—I repeat that plants will go safely by express or mail from September 15th to May 1st; by freight from November 15th to March 1st.

Profits of Strawberry Culture.—In no other crop will Mother Earth yield to the children of men as large returns, or yield them as quickly, as in a field of strawberries planted in the best improved varieties, and then well cultivated, and manured with fertilizer rich in potash. It will pay you well to write, mentioning this catalogue, to German Kali Works, 93 Nassau Street, New York, for their valuable pamphlets on manuring. Powell Fertilizer Co., Baltimore, Md., supply excellent strawberry fertilizers at lowest prices. Write them.

PLANT STRAWBERRIES, FROST MAY WIPE OUT YOUR PEACH, GRAPE OR OTHER FRUIT CROP, OR IN FLORIDA WIPE OUT ORANGE CROP, TREES AND ALL. BUT THE STRAWBERRY ALWAYS GETS THERE. IF PART OF YOUR CROP IS KILLED THE PART LEFT IS, OWING TO SCARCITY, PRETTY SURE TO BRING MORE NET MONEY THAN THE WHOLE WOULD HAVE DONE.

Nor is there any other business more simple, provided a few plain rules are *diligently* followed. *Our treatise gives them so clearly that none can fail to understand.* A great deal of money has been, and is being made wherever there are good shipping facilities, in sending this fruit to the large markets. But the large cities are not the only, nor in the aggregate, by any means, the chief, market for strawberries. If this Queen of Fruits (its rare grace and beauty is expressed only by a feminine title) holds such sway over the hearts of men (the shortest way to man's heart is through his mouth, it is said), there is scarcely a small town or village, or even a rural community which is not or could not be made a good strawberry market. It ripens so early, just when one's whole system so imperatively craves a mild acid. Its color, its fragrance, its blending of numberless seductive charms, give it a power to unloose purse-strings whose Gordian knot might have defied even the sword of Alexander. One thing is sure, if there is any money in a community, the man who has fresh, ripe strawberries of the first quality to exchange for it, will get his share.

No Gardener Can Afford Not to Plant Strawberries.—There is nothing in which the doctors are more agreed than fruit is essential to health, especially in the early spring. The only fresh fruit obtainable at that season by a great majority of people is the strawberry. Good strawberries are possible only when you raise them yourself or buy them from a near neighbor. Until you eat berries thus grown, which are allowed not only to get red, but to get ripe, you can't imagine how a strawberry tastes, nor

have you any idea of its wholesomeness as an article of food. Nearly or quite all the strawberries offered on most markets come from a distance, and are necessarily gathered just as they turn red. A strawberry is not at its best till it has remained on the plant nearly a week after it reddens. No matter how small your garden is, you cannot afford to exclude this true Queen of Fruits. Nor would the regular grower lose anything of consequence if every farmer in the country, and every gardener in small villages, were to grow their own strawberries. He ships chiefly to large markets. The farmer and gardener are not customers of those markets.

There is no Calling More Congenial to a Lady. or in which her superior taste and skill can be turned to better account, than in growing strawberries. Many a hard pressed woman could lighten her burden and derive what to her would be a handsome income from an acre, or even less, of well manured, well cultivated and gathered and packed strawberries. If fortunately she is near a railroad, affording facilities to reach a larger market, her acreage and income can be correspondingly increased.

When to Plant.—South of the latitude, say of Washington, D. C., and on any but very stiff soil, the strawberry can be set at any time, when the soil is in proper condition, from September 15th to April 15th. On stiff, clayey soils it is better not to plant in December or January, as such soils heave in hard freezes, and this tends to raise the plants out of the ground. North of that latitude it is generally best not to plant between November 15th and February 20th, or later as you go further north. Still if the newly set plants can be protected by a covering of litter or coarse manure, to be removed in spring, winter planting is safe in all soils and in all climates, and can be done at any time when the soil is not frozen.


**TORRENTS OF REASONS WHY GOOD PLANTS
CANNOT BE SOLD FOR LESS THAN SUCH AND SUCH
A PRICE ARE GIVEN. BUT THE TRUE REASON IS
THAT THE GIVER HAS PLANTS TO SELL AT THAT
PRICE—SURE TO BE A PRETTY HIGH ONE.**


We plant with perfect success on all soils at any time during winter that the ground is not frozen. If the land is very stiff we step on the plant as soon as set, compress the soil around it to lessen heaving when it freezes. Plants can and should be set at the North, especially on all but the stiffest soils, much earlier than is usually done. More plants are lost by setting too late than from all other causes combined. Early set plants escape both drought and cut-worms, and get such a start while the soil is cool and moist that nothing harms them. A safe rule everywhere is to set in winter if practicable, and if too far North for that, then plant at the earliest possible moment in spring that the soil can be got ready.

Selection of Varieties.—This is by long odds the most important point in berry-growing. Nearly all failures are caused by planting varieties either wholly bad or else unsuited to the soil and climate. Whether the yield shall be 5,000 to 10,000 quarts an acre of large, finely-colored berries, which will command the highest prices on any market, or create a market where there is none, or whether it shall be 300 to 500 quarts an acre of small, unsalable ones, depends largely on the variety planted.

The Great and Rapid Improvement in Varieties.—In no other fruit has the improvement been near so rapid or so great as in the strawberry. The grower can hope to attain the highest success only by planting the very best varieties. There have always been too many sorry berries. There never will be too many good ones. The highly improved new kinds cost more, as the plants are not yet plentiful like the older sorts, but every

extra dollar wisely spent for them will come back many fold. The really successful men are those who keep in the lead—who find out and grow the best kind, while slower men are wasting time and money on the less profitable varieties. How is a beginner, or even an old grower who has not tested everything, and no grower can do this, to know what varieties are the best. With many catalogues, in which each and every variety is described as larger, handsomer, more prolific, and in every respect the most marvellous berry yet seen, we must confess the undertaking is beset with some difficulty. Our aim has ever been to avoid all this. We believe in praising a really splendid variety as high as its merits and the English language will allow. But we never could see the wisdom of praising a sorry one, not even if we had a very large quantity of that kind, unless we were in the business only for one year, instead of for a lifetime. For we cannot thrive and make money unless the growers thrive and make money. We are in the same boat, and are going to get them into port if we can and they will let us. Principle aside, self interest would impel us to describe varieties just as they are, so that every grower should be led to get the sorts on which he can make the most money. We test every variety of the least note as soon as it comes out. If a variety has good qualities we grow it for sale and tell exactly what good qualities it has, and what bad ones.

 **IT WILL PAY YOU BETTER TO BUY OUR PLANTS, MODERATE PRICED, CHOCK FULL OF VIGOR AS AN EGG IS OF MEAT, EASY TO LIVE, QUICK TO GROW AND SURE, WITH A FAIR SHOWING, TO BEAR HEAVY CROPS OF FINE BERRIES, THAN IT WILL TO DIG OUT YOUR OWN BEARING PLNTS.**

Practical Treatise, Telling all About Strawberry-Growing, Free to Buyers — An enlarged, up-to-date treatise will be given free to every purchaser of plants to value of \$5 or over. It contains full and complete instructions for the field and for the garden as to selection of soil, preparation, manuring and planting, cultivation, and winter protection. It gives a practical and effective mode of protecting blooms from frost (and thus saving your early, high-priced berries), telling about picking, packing, shipping and selling, canning, preserving and, in short, covers the strawberry question and everything pertaining thereto as it was never covered before. No other work of this kind has ever taken near so wide a range, or is as valuable to the man or woman who wishes to make the strawberry pay. It is thorough, it is practical—because its information was acquired in the school of experience, whose tuition comes high, but which educates, not “eggecates.” Price of Treatise, fifty cents. 

Prize Offer.—No berries were offered for the prize last spring, growers preferring to wait till next spring, when plants are at their best. It will then be duly paid.

BATON ROUGE, LA., JULY 20, 1898.
O. W. BLACKNALL.
DEAR SIR: I AM SATISFIED WITH THE YIELD FROM PLANTS BOUGHT FROM YOU AND SET IN NOVEMBER, 1897. PLEASE QUOTE PRICES ON 10,000 HOFFMAN AND 10,000 LADY THOMPSON.
B. F. WADDILL.

Description of Varieties.

CLYDE.—This is no upstart; no new claimant for popular favor, but a variety that has gradually and solely on its merits worked its way to the very head of the list. It is as near the ideal all-purpose berry as we are likely to get for some time. The plants have a stoutness, stockiness and vigor peculiar to them. The berries are very large, regular in shape, and the color a vivid, attractive scarlet, and are produced in enormous quantities. We have never known a variety to surpass it, and those that equalled it in productiveness could be counted on the fingers of one hand.

Vitality of Plants So Great That No One Need Fear Time or Distance.
Plants went 1,000 Miles. Stood in Cellar Fifteen Days. and Yet Grew Finely.

HOWELL COUNTY, MISSOURI, May 21, 1898.

Continental Plant Company.

GENTLEMEN :—You are certainly experts at packing strawberry plants. My first order arrived preceding a long rainy season, stood in the cellar fifteen days before planting, and are growing finely without any loss worth mentioning. Certainly no one need fear time or distance in ordering plants from you.

Please let me know the difference in time of ripening between Clyde, Bismark and West Lawn. Could you tell positively which is best in quality and habits—Clyde or the others? Could you shade the price 25 cents per 1,000 in 20,000 lots or more, and oblige,

Yours truly,

J. E. KREYBILL.

The berries rank with the very firmest, and are good enough for a king to eat. It has been tested in all parts of the country, and has already become one of the leading varieties generally, except in Florida and the far South, where Brandywine does better. Clyde begins to ripen early, and continues in berrying for a long time; but it is so productive that you can gather more berries from it at any time during the season than most varieties ripening at that special term will yield. Clyde, Bismark and Brandywine represent the crowning achievement in the up-to-date perfection of strawberry varieties. See catalogue cover for exact reproduction of a photograph of a handful of Clyde. It is as true to nature as it is magnificent. It is a staminate or self-pollenizing variety.

EXCELSIOR.—This is the earliest variety that we have ever tested, even earlier than Westbrook. It has done exceedingly well here, and the fact that it originated in the central part of the country, and has given great results there, gives reason to believe that it will prove an extra early variety of the highest value generally.

LOUIS GAUTHIER.—This is something unique. Color white or cream, with a pinkish blush on one side. Size very large, with peculiar contour. Flavor different from any other berry; sweet and excellent. Promises to be a great garden and table variety.

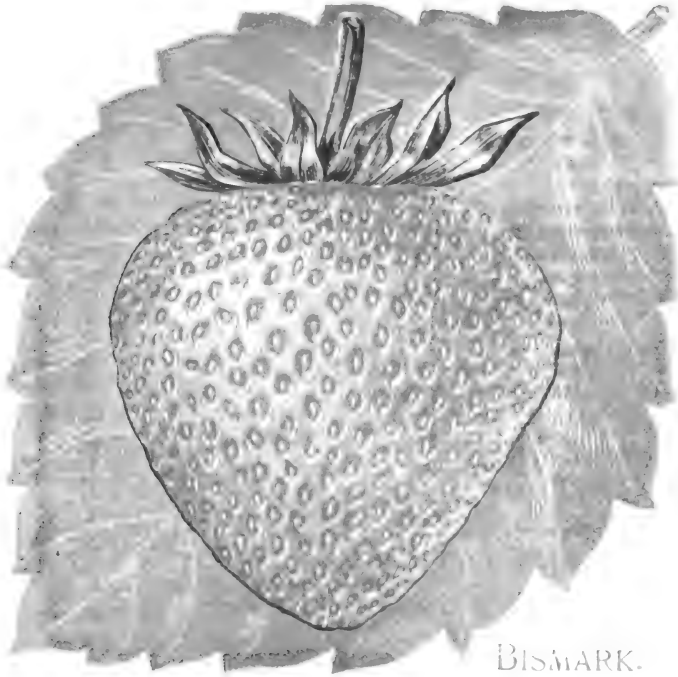
WHICH COW WOULD YOU BUY FOR PROFITABLE DAIRYING, A BRED UP JERSEY OR A SCRUB? WHICH PLANTS WILL YOU BUY FOR PROFITABLE FRUIT-GROWING, OUR PLANTS, BRED UP BY YEARS OF CAREFUL SELECTION, THOROUGHLY CULTIVATED ALWAYS AND NEVER ALLOWED TO WEAKEN THEMSELVES BY BEARING, OR THE AVERAGE CHANCE GROWN PLANT RUN DOWN BY NEGLECT.

STAR.—The fame of this variety reached us for years before we were able to secure the plants. Various disinterested parties saw and ate it and were loud in the praise of its large size, great beauty and fine flavor. The originator has certainly made a great success of it, the berries selling for fully twice as much as ordinary varieties. So far as tested it is very productive of large, fine berries and bids fair to become a leading general purpose berry. No progressive grower can afford to take the risk of getting left by failing to plant the Star. It is a perfect bloomer or self-pollenizing variety.

SEAFORD.—This is another of the very large varieties which promises to become a leader. The market demands imperatively a large, fine berry. The reign of the small berry is already past—ancient history. We must grow big berries or go over to join the majority—of bankrupt little berry growers. The new varieties we offer this season are the very cream of the cream of all the thousands of varieties originated in the last ten years. We have not only thrown away the milk but skimmed and re-skimmed what was considered cream and thrown away most of that. The

Seaford has all the qualities of the grand varieties that come to stay—exceeding vigor of plant, great productiveness, large size and fine color of berry.

PRIDE OF CUMBERLAND.—This is yet another variety which has proven of such exceptional value wherever grown that wise growers will keep up with it. It takes rank among the very large, profitable varieties from among which *the* variety must come.



BISMARK.—The splendid behavior of the Bismark last spring but added to the glory it won the two previous seasons in which we had fruited it. The plant is all vigor and the berries are very large, well shaped and well colored. We have never fruited a more productive variety and very few as productive, and in our time we have fruited thousands. We shipped it six hundred miles to market, and it arrived in perfect order; not a crate, nor a hundred crates, but more than a thousand. The wide and great success of the Bismark over the whole country has placed it high among the great varieties. It is not a coming variety—it has come. The accompanying cut, an exact reproduction of a photograph, gives some idea of this truly grand berry.

But it must be seen growing with its piles of royal berries covering the ground, to be fully appreciated.

Berries From Our Plants a Wonder.

MORGAN COUNTY, GA., May 16, 1898.

Continental Plant Company.

GENTLEMEN :—I wish you would send Mrs. _____, at Greensboro, Ga., one or more of your Strawberry Catalogues. She is one of the Garden Club of that place, who has just called to ask me what was the berry I exhibited at our Garden Show here last Friday, and which are a wonder here. They were some berries I showed from plants bought of you last fall and so fine as to stir the people up on the strawberry question. You will no doubt remember I bought 5,000 or 6,000 from you last fall. Send me some of your berry catalogues.

I called on Mr. P. J. Breckmans the latter part of April at Augusta, and saw his strawberries. I told him I could beat him on his berries. I get 20 cents box for mine when others sell at 10 cents, but mine are splendid.

Truly,

M. A. MUSTIN.

RIDGEWAY.—The Ridgeway seems to fill the bill as a very firm, large, round shipping and market berry. The plant is lacking in neither vigor nor productiveness. It has already been tested over a large part of the country and has proven uniformly successful.

WHO IS IT THAT IS ALWAYS WARNING PEOPLE AGAINST "CHEAP" PLANTS, "\$1.25 STOCK" AND ALL THAT? GROWERS? AH, NO! IT IS MEN WHO HAVE HIGH-PRICED PLANTS TO SELL.

PATRICK.—The long-felt need of an early berry which will succeed at the North, seems to be filled by the Patrick. Plant growth exceedingly vigorous, productiveness equal to, if not superior to, that of any early berry yet tested. The berries are long and pointed, but large, finely colored and firm. Its great success through the northern and central portions of the country gives it great value where the need is for a berry that will not only ripen early, but give a large yield when it does ripen. So far all the early varieties have failed to do this at the North. Wise growers will plant Patrick.

LAXTON'S NOBLE.—This variety has done prodigiously well in the West and should, at least, be tested by Eastern growers.

BRUNETTE.—This is a splendid and unique berry, prominent for its superb flavor and wholesomeness to even the weakest stomach. Invalids who can touch no other berry eat it with impunity. It is fit for the immortals. Plant it, gardeners! Plant it!!

DARLING.—Plant growth thrifty as a weed, growing where you don't want it to grow. Berry very early but soft. Its great earliness will probably give it value as an early berry for nearby market.

WHO IS IT THAT GIRDS AT "1.25 A THOUSAND PLANTS" (VIRTUALLY OUR TRADE-MARK), LIKE A SPANISH BULL AT A RED FLAG? GROWERS? DISINTERESTED MEN? OH NO! IT IS THOSE WHO HAVE HIGH-PRICED PLANTS TO SELL.

EARLIEST.—As the name indicates, this has proven the earliest berry grown by Mr. Thompson, a large grower and originator of varieties.

CARRIE.—This is another variety originated by Mr. Thompson of Virginia, and which has proven valuable with him. Fruited once by us it proved very productive and the berries were fine.

Bought Sixteen Thousand and Wants More.

WARREN COUNTY, MISS., July 15, 1898.

Continental Plant Co., Kittrell, N. C.

GENTLEMEN :—We got about sixteen thousand strawberry plants from you last March, through Boyd & Melton, and we were well pleased with them, so I intend to get a lot from you again during the fall and next spring.

Yours truly,

L. G. BOYD.

BERLIN.—
COBDEN QUEEN.—
CROCKETTS.—
DEVEREUX.—
DUPREY.—
EVANS.—
HOOD RIVER.—
ANNA KENNEDY.—
KANSAS PROLIFIC.—
LLOYDS FAVORITE.—
MAGOON.—
MORGAN.—
PERFECTION.—
PHENIX.—
SATISFACTION.—

This list of varieties we have selected as most generally profitable of the countless less known varieties. We have fruited them once on young plants and they proved of sufficient value to warrant us advising growers generally to test them.

JESSIE.—This is an old variety which is yet the favorite with many experienced growers.

SUNNYSIDE.—This variety has proven valuable for its lateness. The number of really valuable late varieties are few, and all as promising as this are worthy of general trial.

Who is it that is carrying on the crusade against low price plants? Is it the growers? Ah no! They have always shown their appreciation of an opportunity to buy plants like they have to sell their products, at hard-time prices, by buying every plant we raised (twenty million) last season.

RUBY.—This well named variety has proven so exceedingly productive and profitable through the central and western part of the country that some of the foremost growers rely upon it mainly for their market crop. The venerable and respected Judge Samuel Miller, of Missouri, whose experience of fifty years in strawberry growing, certainly enables him to speak *ex cathedra*, pronounces it the best variety he has ever tried.

ARKANSAS TRAVELLER.—A very productive early variety.

BARTON'S ECLIPSE.—We praised this variety highly when we first had it for sale. We have been most grateful to see our estimate of it confirmed by so many prominent growers in widely different parts of the country. It is a large, highly productive and valuable market berry.

FLORIDA, November 23, 1897.

The Continental Plant Company.

GENTLEMEN :—The basket of strawberry plants came last Tuesday, all right. You sent more than expected. You are surely a firm that fulfill all of your promises. I appreciate your generosity towards me, and if it becomes my lot to need plants again next fall, I will surely remember you, and speak a good word for you whenever I have a chance to.

Very respectfully,

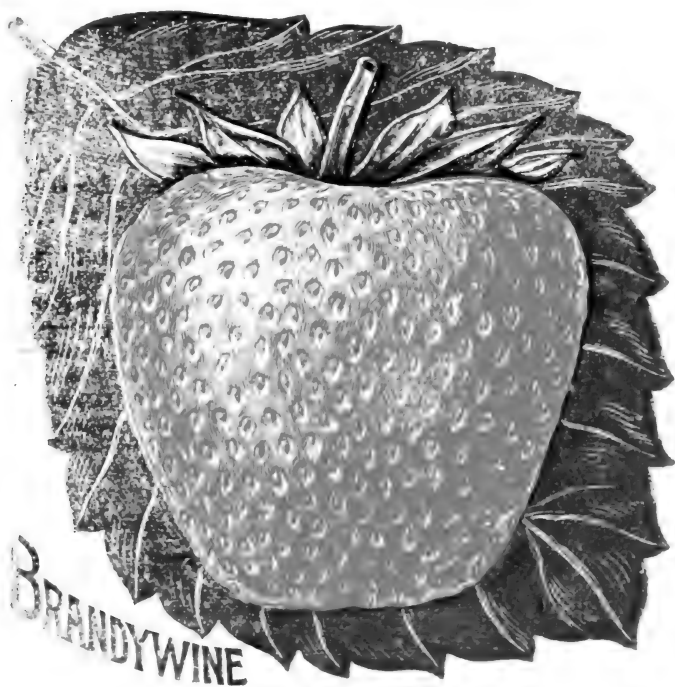
Lake County, Fla.

J. H. MURRAY.

WM. BELT.—The large size, brilliant color, delicious flavor and great productiveness of this variety render it a highly valuable berry for any and all purposes. It is superb for the garden.

BUBACH.—Too well known as a fine, large berry to need description.

BRANDYWINE.—This is what we said about Brandywine in our last catalogue: "Plant large, vigorous and thrifty on all soils. Productive of exceedingly firm, well colored berries of the very largest size. Superb for table or market. Remains in bearing longer than any other variety that we ever saw. As the crop ripens so gradually, a very large acreage can be picked with a limited number of pickers. Highly valuable for its berries, but simply unexcelled as a pollenizer. It is an exceedingly heavy bloomer and remains in bloom the longest of all others. The blooms are large and laden with very powerful pollen. As a consequence, no pistillate variety planted with it can fail to be thoroughly pollenized. Experienced growers do not have to be told



how rare and valuable a really perfect pollenizer like the Brandywine is. The annual loss from planting with pistillates pollenizers that are either weak in pollen or else do not remain in bloom long enough, is something immense. Many pistillate varieties, more productive of nubs than of berries, when set with Brandywine bear heavily of fine berries. Brandywine is the pollenizer for all medium early, mid-season and late pistillates. I am convinced that they

will bear from a fourth to a half more berries, and firmer ones, when pollenized with Brandywine than with any other kind."

Since then we have fruited and sold a large acreage of it, and we think just twice as well of it as we did then, and if we knew how we should praise it just twice as highly.

The growers, men who, year after year, have bought our plants endorse us. Why? Because they save money by us. High-priced nurserymen attack us. Why? Because, with good plants at moderate prices, we have made unreasonable prices and profits impossible. It is men who, with high prices, would wrest from the hand of toil twice, thrice, what we have received from it.

CRESCENT.—This old, immensely productive variety seems to have as much "get-there-ness" about it as ever. Few if any varieties are so successful over the whole country. Crescent succeeds on all kinds of soil, and will stand more neglect and produce a good crop than probably any other variety grown.

EDITH.—A huge, flat, irregular-shaped berry of excellent quality. Productive and a sure bearer. Splendid for gardeners or fancy growers, who wish something outrageously big.

ELEANOR.—A productive, good size berry, ripening extremely early.

ENORMOUS.—A large, productive, medium early berry.

GLEN MARY.—This variety has done wonderfully well in many places. Here, while by no means a failure, it ranks not with the best.

Disgusted at Fraudulent Plants, Comes to us for Pure Stock.

Mr. G. W. Endicott, of Pulaska County, Illinois, after a severe arraignment of numerous nurserymen in different parts of the country who have year after year foisted on him plants untrue to name, adds: "I have heard around here only the highest praise of your plants," and sends us a large order.

HALL'S FAVORITE.—A variety that has proven exceedingly valuable as a market berry for the West and North. We do not think that it will do well in the South.

HOWARD'S SEEDLING.—A good new variety, but rusts in some sections.

HOFFMAN.—We have a stock of the Simon-pure Improved Hoffman, a great Southern market berry, whose extreme earliness, great beauty and firmness has so long kept it a standard shipping variety.

Wonderfully Well Rooted.

DEAR SIRs :—The strawberry plants you sent me arrived in very good condition, and were wonderfully well rooted.

LOUIS BOSANQUET.

Lake County., Fla., Nov. 9, 1897.

HOWELL.—Very promising new variety.

PHENOMENAL.—Similar to Hoffman. Claimed to be a good deal earlier.

EQUINOX.—An exceedingly late berry; rusts in some sections.

GANDY.—Widely and favorably known as a sure and safe general-purpose late berry. Classed as strictly fancy on all markets.

All Pronounce them Finest Plants they Ever Saw.

HILLSBORO COUNTY, FLA., November 13, 1897.

Continental Plant Co., Kittrell, N. C.

DEAR SIRs :—The plants arrived on Thursday, 5 o'clock P. M., November 4. The weather was cool, the plants were perfectly cool and in very fine condition. Several berry growers were present, and I opened the packages for their inspection at their request, and we were all of one voice—the largest and best plants we ever saw. I am more than pleased with them. Really I would not take \$25 for them. I shall give them every attention necessary, and if they succeed well, and fruit here according to the size and appearance of the plants, you may look for many orders next season. One gentleman was present who stated that he had seen the Brandywine thoroughly tested in Florida, and also the Hoffman, and that I would, after one crop of the Brandywine, want nothing better.

Respectfully,

A. U. McKOWN.

AROMA.—A very large, late berry. More prolific than Gandy. On the whole an exceedingly valuable berry of its class. With favorable seasons it bears a fine second crop of berries in late summer. Growers needing a fancy late berry should plant Aroma.

LANAH.—A large, very productive variety, reminding us in many respects of Lady Thompson.

GARDNER.—Like most men, not very good and not very bad, but somewhere between, and how close to either extreme dependent on circumstances and opportunities.

MARGARET.—A large, rather late variety, not fully tested here yet.

As plant growers, we have filled 20,000 orders and made 20,000 friends, save three. Who were those three? Disinterested growers? Ah, no! They were men who must destroy our trade or lose their own.

MICHEL.—A standard, very early market berry over almost the whole country. Michel has more lives than a cat. Ten years ago, and often since, there was a tremendous clatter of hammers nailing down its coffin lids, and voices preaching its funeral. But Michel never knew it was dead, or at any rate has been a pretty lively ghost, and has won more victories after death than the Cyd ever won. Experienced growers cling to it and are making money on it. It has of late years been found to be the ideal early market berry for large parts of Florida and the far South, as it has long been for the Southwest, West and Northwest.

Proves the Great Vitality of Our Plants.

I got 1,000 plants from a neighbor, and though it rained every day, all died, while yours, 1,500, although they came in hot, dry weather, not one died. The berries from them are fine and large.

W. E. MORSE.

Pasco County, Fla., March 21, '98.

SMELTZER.—Very similar to Michel, claimed to be better—certainly as good.

MURRAY'S EXTRA EARLY.—Last spring's trial proved this to be an early, firm, finely colored, productive market berry. We have words of praise of it from all sections.

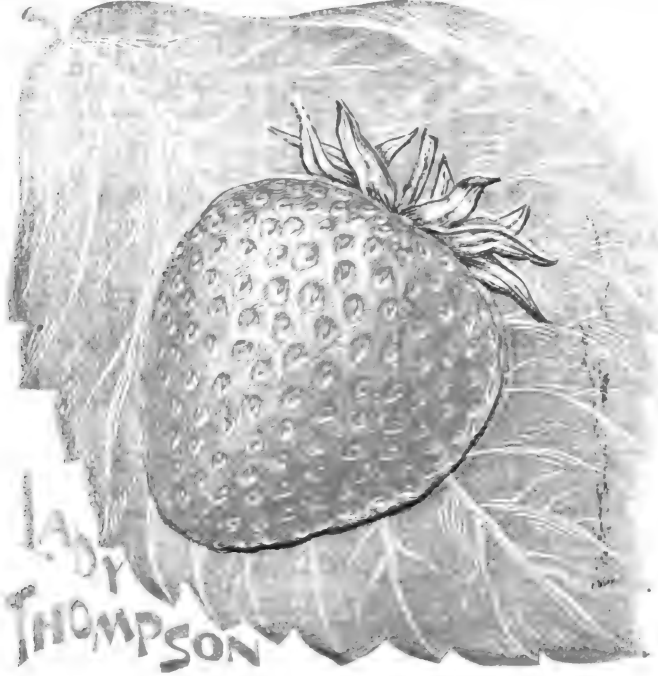
IMPROVED NEWNAN.—Like Hoffman, this is a standard Southern shipping and market berry. Its great firmness, fine color and regular shape gave it a strong hold on experienced Southern growers.

IMPROVED PARKER EARLE.—A large, prodigiously productive berry on rich, moist soil.

TUBBS.—A good market berry, similar to Crescent.

STAPLES.—Too many better, as we see it.

SHARPLESS.—Legion is the name of the new varieties that has supplanted Sharpless. But Sharpless declined to be supplanted, and instead has just gone straight on getting itself planted in gardens and fancy patches whose owners did not begrudge a liberal quantity of manure and sufficient cultivation when huge berries were the result. Meanwhile most of the varieties that supplanted it did nothing else, but just supplanted and then stopped. Sharpless will long remain a favorite garden and fancy berry.



LADY THOMPSON.—This marvellously hardy, vigorous and productive variety, which is constantly subjecting fresh territory to its dominion, made a big leap last spring, scoring a big success in regions where it was not expected to do well. It is the easiest of all varieties to live, should dry or unfavorable weather of any kind follow planting, living where even a weed would die. Repeated observation has convinced us that its blooms and berries are much less apt to be killed by frost than other varieties. Its productiveness is astonishing, far surpassing all others in the ever widening region where the soil and climate suit it. It thrives on many soils that no other variety will grow at all.

A great deal of money has been made on this great Southern market berry. We know growers who netted over \$600 an acre from this variety in 1897, and who, spoilt by repeated big successes, grumbled because, owing to an unusually unfavorable picking season, they barely netted \$300 an acre in 1898.

Many People Want Them. Finest Plants They Ever Saw.

FIRST NATIONAL BANK OF SANFORD, FLA.,
November 22, 1897.

GENTLEMEN:—I desire to say on my own accord that your plants gave entire satisfaction. Many people commented upon them as being the finest they ever saw. I am sure I did not lose over ten or a dozen in the 2,500.

Plants are growing fine and I think I can sell some for you next year. Yours, C. L. HOBBS.

SPLENDID.—A great drought resister in plant and berry. A productive and very firm, well colored, round market berry.

TENNESSEE PROLIFIC.—Plant growth the embodiment of health and vigor. Berries large, finely colored and borne in immense quantities. It succeeds on all soils. In fact it is as a staminate what Crescent is as a pistillate—a safe and sure variety to plant for any purpose.

The attack of the high-priced men, their papers and publications, on us are our best advertisements. The rapid growth of our business proves it. The growers of the country are not fools. They know that men attack a success. They do not attack a failure. And that a success of fifteen years standing must have been built on merit, or it would have fallen.

IMPROVED WESTBROOK.—Earliest of all except Excel-sior. But must have rich, moist soil. It is then very productive of medium to large berries.

WARFIELD.—A standard market berry in many sections. There is nothing else can take its place. But as a rule Crescent pays better in most places.

WEST LAWN.—An Apollo among berries. Notable for the rich, vivid color of its fine, large, well flavored berries. Plant, berry and everything about West Lawn is truly royal.

LUCRETIA DEWBERRY.—Earliest of all the blackberry family, and the most productive. If you purpose planting any of the blackberry tribe, plant the Lucretia Dewberry.

CLOUD.—Does well only at South, where its great firmness, high color, productiveness and perfect form render it in many sections of highest value of all for market.

Plants Received in Finest Condition. More Than Satisfied.

ESSEX COUNTY, MASS., April 14, 1898.

Strawberry plants received in the best condition. More than satisfied. Surprised at the large number received for the money I sent you.

WM. C. LITTLE.


The following varieties we have discarded as unprofitable here: BAILEY'S GIANT, BOUNCER, GERTRUDE, INDIAN RIVER, OCEAN CITY, PLOW CITY, TIMBRELL.

All of the following have some merit. Some of them have a good deal of merit. But we have discarded them because each one has a decided superior of its own class, time of ripening, etc.: BEDER WOOD, BEECHER, BELLE, BISSEL, COLUMBIAN, CRAWFORD, CYCLONE, DAYTON, EDGAR QUEEN, ENHANCE, GANDY BELLE, GREAT PACIFIC, HOLLAND, IDEAL, LOUISE, LOVETT, MARSHALL, MARY, MEEKS, MUSKINGUM, ORIOLE, PHILLIPS, PRINCESS, RIO, SAUNDERS, SHUCKLESS, SHUSTER'S GEM, VAN DEMAN, WOOLVERTON.

Our plants, besides being grown in a region famous for the health and thrift of the strawberry, have been carefully examined by the State Inspector and every package shipped will contain his certificate as to their perfect healthfulness and freedom from all disease.

The following collection of Plants of SUPERB TABLE AND MARKET VARIETIES, and which will bring fancy prices on any local or large market, and ADD MATERIALLY to the INCOME of any FAMILY, will be DELIVERED FREE anywhere in the United States at prices given :

COLLECTION A.--For \$1, we will send 25 Edith, 25 Clyde, 25 Ridgeway, 25 Star, 25 Brunette, 25 Aroma.

EVERY PACKAGE OF OUR PLANTS CONTAINS STATE INSPECTOR'S CERTIFICATE AS TO THEIR PERFECT HEALTHINESS AND FREEDOM FROM DISEASE.  BEWARE OF DISEASED PLANTS, GROWN UNDER SLOVEN CULTURE.

COLLECTION B.--For \$2.50, 50 Edith, 50 Brandywine, 50 Pride of Cumberland, 50 Brunette, 50 Wm. Belt, 50 Aroma.

COLLECTION C.--For \$5, 100 Seaford, 100 Clyde, 100 Bismark, 100 Star, 100 Brunette, 100 Brandywine, 100 Ridgeway, 100 Aroma.

Our 100-page Practical Treatise on Strawberry Growing for the Table and Market will tell you how to grow them to perfection, and how to make money on them. Free with all orders of \$5 and over.

ANOTHER INCONTESTABLE PROOF OF THE SUPERIORITY OF OUR PLANTS.

J. V. HALLER, D. D. S., President
Wyltheville, Va.

H. W. CAMPBELL, D. D. S., Sec'y and Treas'r
Suffolk, Va.

Virginia State Board of Dental Examiners.

PRESIDENT'S OFFICE . . .

Wyltheville, Va. April 26th 1898

*Mr O W. Blackwell
Kittrell N. C.*

Dear Sir -

Three years ago I bought of you a thousand plants each of Navarland, Buback, Hoffman and Woolborton. I ran a race with my father who purchased Pot-Grown plants from a New Jersey man. I had bushels upon bushels of fine berries and he had more worth gathering & last year he spaded under his beds & planted from mine. Now the soil was the same the plants had the same attention, his, cost him \$2.⁰⁰ per hundred plants with freight added while mine cost only \$1.²⁵ per thousand with the exception of the Woolborton.

*Sincerely yours
J. V. Haller*

**Price List of Continental Plant Company, Kittrell, N. C.,
Fall and Winter, 1898.**

	Doz.	100	1,000		Doz.	100	1,000
Arkansas Traveler (s)	25	40	2 00	Improved Newnan (s)	20	35	1 25
Aroma (s)	25	40	2 00	Jessie (s)	35	1 00
Anna Kennedy (p)	35	1 00	Kansas Prolific	35	1 00
Barton (p)	20	35	1 25	Lady Thompson (s)	20	35	1 50
Beder Wood (s)	25	35	2 00	Lanah (s)	25	60	3 00
Beecher (s)	35	60	3 00	Laxton's Noble (s)	35	1 00
Wm. Belt (s)	25	40	2 00	Lloyd's Favorite (p)	35	1 00
Berlin (p)	35	1 00	Louis Gauthier (s)	1 00	3 00
BISMARK (s)	25	40	2 00	Magoon (s)	35	1 00
Bubach (p)	25	50	2 50	Margaret (s)	35	1 00
BRANDYWINE (s)	25	35	1 50	Michel (s)	20	35	1 25
Brunette (s)	35	1 00	Morgan (s)	35	1 00
Carrie (p)	35	1 00	MURRAY'S EXTRA EAR-			
Cloud (p)	20	35	1 25	LY (p)	25	40	2 00
CLYDE (s)	25	40	2 00	Nick Omer (s)	1 00
Cobden Queen (p)	35	1 00	Parker Earle (s)	50	1 00
Crescent (p)	20	35	1 25	Patrick (s)	35	1 00	5 00
Crocketts (s)	35	1 00	Perfection (s)	35	1 00
Darling (s)	25	40	2 00	Phenomenal (s)	25	60	3 00
Devereux (s)	35	1 00	Phoenix (s)	35	1 00
Earliest (s)	35	1 00	Pride of Cumberland (s)	35	1 00	5 00
Edith (p)	35	1 00	Ridgeway (s)	35	1 00	5 00
Eleanor	25	40	2 00	Ruby (s)	35	1 00
Enormous (p)	25	60	3 00	Satisfaction	35	1 00
Equinox (s)	25	40	2 00	Seaford (p)	35	1 00	5 00
Evans (s)	35	1 00	Sharpless (s)	25	40	2 00
Excelsior (s)	75	1 50	Smeltzer's Early (s)	25	35	1 50
Gandy (s)	25	40	2 00	Splendid (s)	25	35	1 25
Gardner (s)	25	40	2 00	Staples (s)	25	40	2 00
Glen Mary (p)	35	1 00	Star (s)	35	1 00	5 00
Hall's Favorite (s)	25	40	2 00	Sunnyside (p)	35	1 00	5 00
Haverland (p)	25	40	2 00	Tennessee Prolific (s)	25	35	1 25
Hoffman (s)	20	35	1 25	Tubbs (s)	20	40	2 00
Hood River (s)	35	1 00	Warfield (p)	20	35	1 25
Howard's Seedling (s)	35	1 00	Imprv'd Westbrooke (p)	20	40	2 00
Howell's Seedling (s)	35	1 00	West Lawn (p)	25	35	2 00
Holland (s)	25	60	3 00	Lucretia Dewberry	50	1 00	6 50
Indian River (s)	35	1 00				

Be sure to read next page before ordering.

The varieties in large type have been widely tested and are the very best of their class. Others may be as good or better for your special needs. See descriptions in body of catalogue. Varieties marked (p) are pistillate and must have every fourth row planted in a staminate (s) variety.

Plants, by mail, postpaid, 20 cents a hundred extra. Plants are sent postpaid at dozen rates.

Remit by Express Money Order (Southern Express if possible), Bank Exchange on New York, or Post Office Order on Raleigh, N. C.

Plants go safely by express or mail from September 15th, to May 1st.

Plants will go by freight at cost of from 15c. to 25c. per 1,000 for almost any distance, if ordered in quantities of 6,000 or more. They will go safely this way from November 15th to March 1st.

Liberal discount on plants in quantities. State wants and get estimates. We have 40,000,000 plants and will not be undersold.

A Decisive Triumph of Improved Varieties Under Thorough Culture.

THE CROP OF STRAWBERRIES LAST SPRING WAS, AS A RULE, EXCEEDINGLY LARGE.

SMALL, INFERIOR BERRIES SOLD AT A LOSS.

LARGE, FINE, WELL-HANDLED BERRIES PAID WELL.

OUR PROFIT TO THE ACRE ON SUCH AVERAGED BETTER THAN EVER BEFORE.

MORAL.

PLANT THE BEST, THE RIGHT VARIETIES, AND CULTIVATE THEM RIGHT.

WHICH THEY ARE THIS CATALOGUE WILL TELL YOU.

HOW TO CULTIVATE THEM FOR A SURE PROFIT OUR ONE HUNDRED PAGE BOOK, "PRACTICAL STRAWBERRY GROWING" (FIFTY CENTS, FREE TO BUYERS OF PLANTS TO VALUE OF FIVE DOLLARS), WILL TELL YOU.

THE STRAWBERRY SPECIALIST (16-page monthly, 5 c. a year), gives the concurrent experience of the most prominent and practical growers of the United States, supplemented by the careful test and experiment in varieties, fertilizers, modes of culture as conducted under the personal supervision of the Editor, a man who has had twenty-five years experience in Strawberries.

The low prices on the great markets last spring of trash strawberries—run-out varieties, grown under sloven, haphazard culture—will drive the growers of such out of the business, leaving full room for diligent men growing the best varieties. This, coupled with the rapid improvement in business conditions, makes the outlook for progressive strawberry culture far brighter now than it ever has been before.

Let's Do Business Together!



For twenty-five years we have dealt with the farmers, stock-raisers, mechanics, and in fact with every class and nationality of people, and done business with them in our way. This has proven so satisfactory to them that our way is now their way, and they buy from us year after year. Ours is a mail order business. We have no traveling men, no agents to take orders, no losses from poor accounts, and sell strictly for cash. Everything is shipped with a guarantee that it will be found as represented. We constantly carry a stock representing over one million dollars. We issue twice each year the largest and most complete Catalogue and Buyer's Guide in the world. It has over twelve thousand illustrations, about forty thousand quotations of prices, weighs two and one-half pounds and contains seven hundred and forty-eight pages.

There's nothing you wear or use but is listed in this catalogue, and the prices quoted place you in position to buy from us, in large or small quantities, as cheap as retailers buy from jobbers. We do not sell this Catalogue and Buyer's Guide; we give it away. It costs twenty cents in postage to mail it. We want you to have a copy, and will send one if you'll send fifteen cents to partly pay the postage or expressage. Don't let distance stand in the way of giving us a trial order; distance cuts no figure; we're shipping goods all over the world, and on request will tell you just what your goods will cost laid down at your station. Send for our General Catalogue and Buyers Guide. You ought not to attempt to keep house without it.

MONTGOMERY WARD & CO.,

**111 to 116 Michigan Avenue,
CHICAGO.**

The Great Mail Order House. Originators of the Mail Order Business.

When writing to advertisers please mention this catalogue.

SUBSCRIBE
TO THE
Strawberry Specialist,
THE ONLY PAPER IN THE WORLD
Devoted Exclusively to the Strawberry.

Filled with useful and timely information for Strawberry Growers.
Edited by a man who has devoted the best years of his life to practical
and successful Strawberry Growing.
Aided by the best writers on the subject, North, South, East and West.

16=Page Monthly, 50c. a Year.

LIBERAL PREMIUMS IN PLANTS. SAMPLE COPY FREE.

You can get it with the leading papers of the
country at only the cost of one.

Practical Strawberry Growing,

AND MANY THINGS

PERTAINING THERETO,



... BY ...

O. W. BLACKNALL.

The most thorough and complete Treatise on Strawberry Growing ever
published.

No other work of the kind has ever taken so wide a range: Selection of
Soil, Manuring, Planting, Cultivation, Mulching, Gathering, Selling,
Canning, Preserving, Wine-Making and numberless other things,
are fully and clearly treated.

A simple but practical and effective mode of protecting blooms from frost
is given, which is worth a hundred times the cost of book to any
grower.

“JANUARY 15, 1898.

“DEAR SIR:—Your Treatise on Strawberry Culture came to hand, and
think it is best, simplest and most sensible piece of work of its kind I
have ever seen. My plants are doing very well. On the 19th of Decem-
ber we picked berries. I remain, yours respectfully,

“THEO. LAWSON.

“New Arbon County, Louisiana.”

————— 100 Pages. 50c. Postpaid —————

Treatise and Strawberry Specialist both for 50 cents.

Address,

THE STRAWBERRY SPECIALIST,
KITTRELL, N. C.